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*** URGENT ***
From: Marini, Erna on Mon, Nov 14, 1994 5:27 PM
Subject: Parl Def. Dir. Mail #2
To: Bolig, Patricia
Cc: Blohm, Susan; de Castro, Jose; Graham, Chuck; King, Dowling; Moore, Elisa; Rafferty, Shelby

Pat:

Here is a new Parliament program:

Offer: Parliament Defensive Direct Mail #2 April
Items: Wine Chiller and Picnic Basket with accessories
Drop Date: 4/1/95
Exp Date: 9/30/95
Circulation: 200,000
Estimated Redemption: 7%
Initial quantity to be received at CRI: 8,000 Picnic Baskets
4,000 Wine Chillers
Anticipated Delivery Date: 3/15/95
POS Numbers: TBD
Reorder Leadtime: TBD
UPC's 150 Picnic Basket
35 Wine Chiller
Limit: 1 picnic basket and 1 chiller per person
Consumer Pays Postage
Thank you card to be included
Also, the consumer will receive in their direct mail package a card work 2 pack UPC's for picking the right clue and submitting it with their order. They get to choose one of the three boxes but as long as they include this certificate and choose any of the boxes we will honor them. But they have to send in the certificate

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with their order. I will send you a copy of the sample.

2073260628

Shelly urgently needs this P.O. box tomorrow morning? Is it possible to get it to her?

Thanks so much for your help.

Erna

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